

## EEO Public File Report Form

### KNSO-TV

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by KNSO. KNSO is owned NBC Telemundo and operated by ZGS Communications.

The information contained in this Annual EEO Report covers the time period from **08/01/12-07/31/13** (the "Applicable Period"). Consistent with the FCC's Rules, this Annual EEO Report Contains the following information:

1. A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station about any new job openings, which are separately identified;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station during the Applicable Period.

The following sections provide the required information, and summarize the station EEO efforts during the Applicable Period.

This Annual Report was placed in the station's online public inspection file on **July 31, 2013** in accordance with the FCC's EEO Rules.

**SECTION 1: Full-Time Job Openings Filled During This Period**

Time Period Covered: **08/01/12-07/31/13**

Stations in Employment Unit – **KNSO-TV**

<b>Full-time Positions Filled By Job Title and Date Filled</b>		<b>Recruitment Source that Referred the Person Hired</b>	<b>Number of Persons Interviewed</b>
1.	General Manager – 12/03/12	Industry Referral	6
2.	Marketing Coordinator- 2/4/13	ZGS Communications Company Website	14
3.	Account Executive- 4/1/13	Industry Referral	6
4.	Traffic Manager- 4/1/13	Social Media - Facebook	5
5.	Marketing Coordinator- 6/5/13	Internal Promotion	3
6.	Production – 7/1/2013	Employee Referral	4

Total Number of Persons Interviewed for All Job Positions: 38

**SECTION 2: Recruitment Sources**

Time Period Covered: **08/01/12-07/31/13**

Stations in Employment Unit KNSO-TV

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period</b>	<b>Full-time Positions for Which This Source Was Utilized</b>
1.	INDUSTRY REFFERAL - Frank Salvio Allstate Insurance 745 E Locust Ave, Suite 109 Fresno, CA 93720 559 -449-1603	1	GENERAL MANAGER
2.	SOCIAL MEDIA - FACEBOOK	5	TRAFFIC MANAGER
3.	CRAIGSLIST.COM	6	ACCOUNT EXECUTIVE
4.	SIMPLY HIRED Simplyhired.com	4	MARKETING COORDINATOR (position #2)
5.	AMERICAN MARKETING ASSOCIATION Job Board marketingpower.com	1	MARKETING COORDINATOR (position #2)
6.	COMPANY WEBSITE – zgsgroup.com 2000 N. 14 <sup>th</sup> St., Suite 400 Arlington, VA 22201 703-528-5656	13	MARKETING COORDINATOR (position #2 and 5) PRODUCTION ACCOUNT EXECUTIVE GENERAL MANAGER TRAFFIC MANAGER
7.	INDUSTRY REFFERAL – Nancy Koontz Maverick Marketing 1827 East Fir Avenue, Suite 102 Fresno, CA 93720 559-256-8510	1	ACCOUNT EXECUTIVE
8.	INTERNAL PROMOTION - Darrell Jennings 30 River Park Place West, Suite 200 Fresno, CA 93720 559-252-5101	1	MARKETING COORDINATOR (position #5)
9.	EMPLOYEE REFFERAL - Jose Ibal 30 River Park Place West, Suite 200 Fresno, CA 93720	1	PRODUCTION

	559-252-5101		
10.	SPOTS N DOTS 888-884-2630 x.701 spotsndots.com	3	GENERAL MANAGER
11.	INDUSTRY REFFERAL – Julissa Marengo ZGS Communications 2000 N. 14 <sup>th</sup> St. Suite 400 Arlington, VA 22201 703-528-5656	2	GENERAL MANAGER

\* Indicates sources that have requested notification of job openings.

### **SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken**

Time Period Covered: **08/01/12-07/31/13**

Station in Employment Unit: **KNSO-TV**

- 1. On-Going Internship Program for Area College Students.** This on-going semester internship program has been in place at the station for at least six years. The station welcomes students from area universities and colleges who are motivated and excited about expanding their knowledge and hands-on experience in a vibrant broadcasting environment. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. Internship periods include Fall, Spring and Summer of each year. During the period covered by this report, KNSO has had 4 students from Heald Business College and Fresno State University intern in the marketing department.
- 2. Garfield Elementary School.** Darrell Jennings, the General Manager of KNSO was invited to a 2<sup>nd</sup> grade classroom at the school to help with a class project in February. Mr. Jennings participated in the student's activity and took the opportunity to speak and answer questions about his role at the television station and what he does on a daily basis.
- 3. Central California Hispanic Chamber of Commerce.** KNSO participated in Central California Hispanic Chamber of Commerce's annual Business Expo in April. Exhibitors included area businesses and government agencies. Station representatives were available to speak to participants about the station, sales opportunities, community events and job opportunities. Darrell Jennings, is also a member of the organization's Board of Directors.
- 4. T. Howard Foundation Community Advisory Board.** Tara Ballesteros, Communications Director of ZGS Communications, is a member of the organization's Advisory Board. The mission of the T. Howard Foundation is to diversify the multimedia and entertainment industry by increasing the representation of minority young men and women within the industry. Ms. Ballesteros attends quarterly meetings, and participates in various organization activities intended to promote meaningful internship opportunities in broadcasting/media to both students and organizations. On June 4, Ms. Ballesteros moderated the Business Communication & Etiquette: Putting Your Best Forward panel at the 2013 Summer Intern Orientation. Additionally, Cynthia Martinez also of ZGS, mentored 2 students from the program during the summer of 2013.
- 5. EEO Training to Upper Level Management.** Tara Ballesteros, Communications Director at ZGS Communications conducts training sessions on EEO best practices to upper level management and key station personnel involved in the hiring process several time throughout the year. The training includes information on effective ways to recruit and interview candidates to ensure a diverse pool of qualified candidates as well as ways to prevent discrimination during the search process. Ms. Ballesteros also held an individual training with Mr. Jennings in December when he was hired. Individual discussions also took place with the hiring manager as each open position was posted and filled.